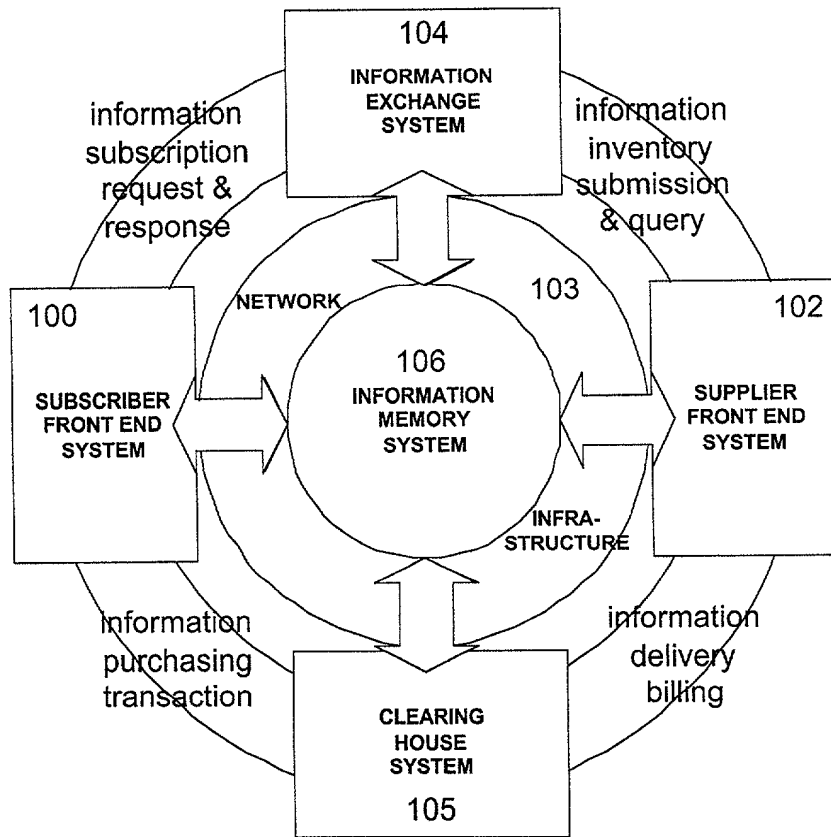


ACCOUNT-BASED INFORMATION CONTROL AND EXCHANGE UTILITY



ACCOUNT-BASED ON REQUEST INFORMATION CONTROL AND EXCHANGE UTILITY

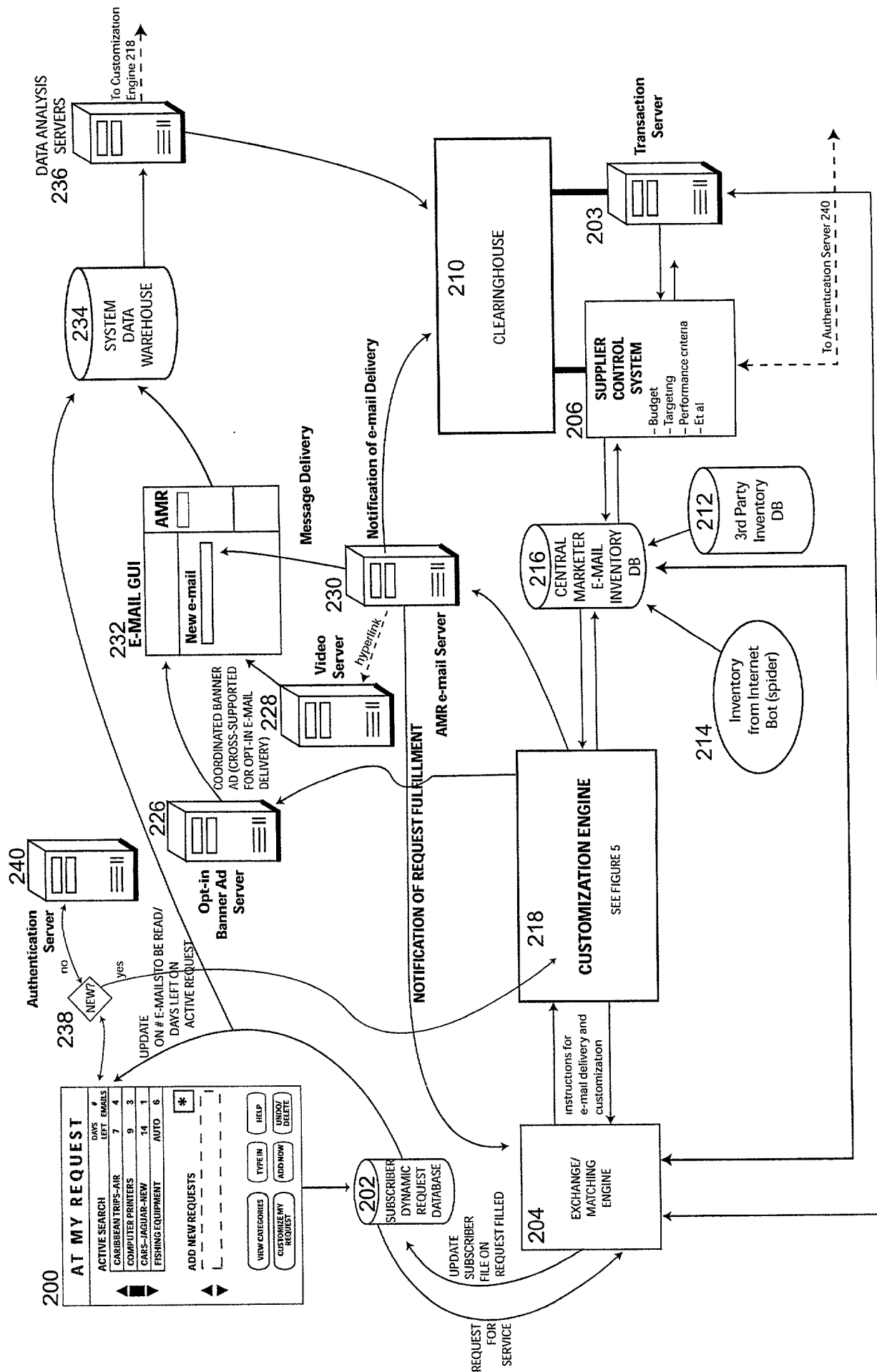
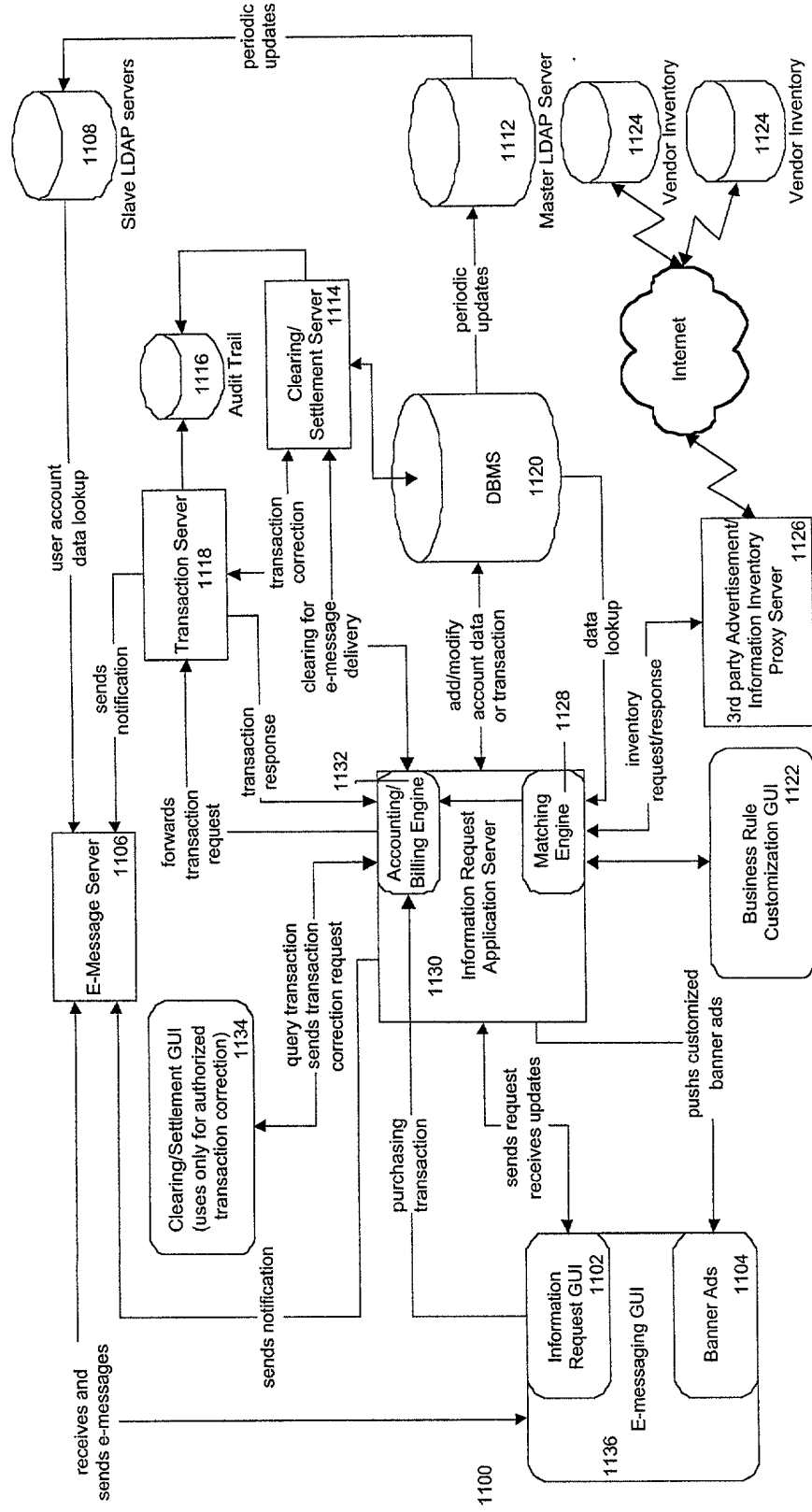


Figure 2

SYSTEM ARCHITECTURE FOR THE PRESENT INVENTION



900

ABC Service Provider e-Mail Service

Welcome

Powered by ZoEmail—Zero Spam, Enhanced Privacy e-Mail

902

Personal Inbox Outbox Draft Trash

904

- Check Mail 928
- Compose 930
- Folders 932
- Addresses 934
- Search 936
- Options 938
- Help Desk 940
- Sign Out 942

	From	Date	Subject	Size
<input type="checkbox"/>				964
<input type="checkbox"/>				966
<input type="checkbox"/>				968
<input type="checkbox"/>				970
<input type="checkbox"/>				972
<input type="checkbox"/>				976
<input type="checkbox"/>				
<input type="checkbox"/>				979
<input type="checkbox"/>				980
<input type="checkbox"/>				982
<input type="checkbox"/>				

914

@MY REQUEST™

ACTIVE REQUESTS

- ☒ Honeymoon Travel Pkgs.
- ☒ Camping—Western U.S.
- ☒ Projection TV—Best Deals
- ☒ Sport Utility Vehicles

<Type in your Request>

SEND:

A LITTLE
 A LOT

KEEP ACTIVE:

5 DAYS WEEKS MONTHS
☐ No Time Limit

984 Add Delete 988

906 Search the Web for



907

Lock Box

ZoEmail Member Shopping Sites

954

956

910

912

Check All Clear All Empty Trash

Delete

Checked Mail

Choose Folder

Move

958

960

950

952

962

918

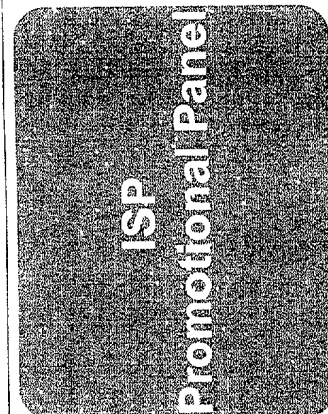
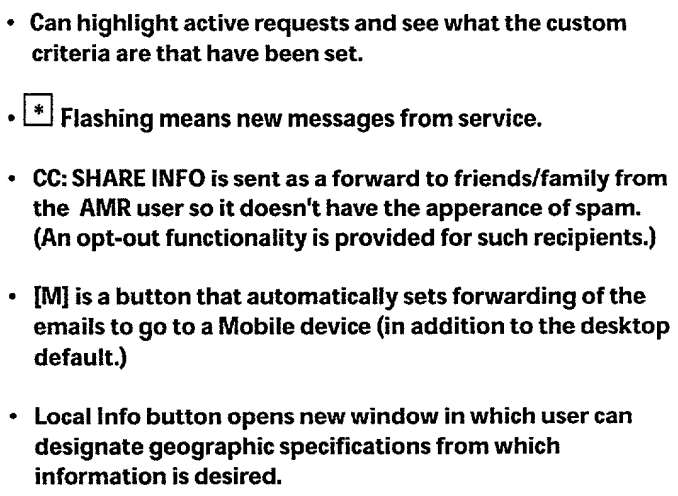


Figure 4

Variable	Mean	SD	Min	Max
Age	34.5	10.2	21	55
Gender	0.45	0.50	0	1
Marital status	0.65	0.48	0	1
Education	12.5	1.5	9	16
Income	15.2	8.5	5	35
Occupation	1.2	0.8	0	2
Health status	0.75	0.42	0	1
Life satisfaction	4.2	1.8	1	7
Depression	0.35	0.48	0	1
Stress	2.8	1.2	1	5
Resilience	3.5	1.5	1	6
Optimism	4.5	1.2	1	6
Gratitude	5.2	1.5	1	7
Forgiveness	4.8	1.8	1	7
Empathy	5.5	1.2	1	7
Compassion	5.8	1.5	1	7
Kindness	6.2	1.2	1	7
Generosity	6.5	1.5	1	7
Patience	6.8	1.2	1	7
Self-control	7.2	1.5	1	7
Perseverance	7.5	1.2	1	7
Determination	7.8	1.5	1	7
Confidence	8.2	1.2	1	7
Trust	8.5	1.5	1	7
Cooperation	8.8	1.2	1	7
Teamwork	9.2	1.5	1	7
Leadership	9.5	1.2	1	7
Influence	9.8	1.5	1	7
Power	10.2	1.2	1	7
Authority	10.5	1.5	1	7
Control	10.8	1.2	1	7
Management	11.2	1.5	1	7
Organization	11.5	1.2	1	7
Planning	11.8	1.5	1	7
Execution	12.2	1.2	1	7
Completion	12.5	1.5	1	7
Success	12.8	1.2	1	7
Achievement	13.2	1.5	1	7
Progress	13.5	1.2	1	7
Growth	13.8	1.5	1	7
Development	14.2	1.2	1	7
Improvement	14.5	1.5	1	7
Advancement	14.8	1.2	1	7
Refinement	15.2	1.5	1	7
Perfection	15.5	1.2	1	7
Excellence	15.8	1.5	1	7
Quality	16.2	1.2	1	7
Value	16.5	1.5	1	7
Importance	16.8	1.2	1	7
Significance	17.2	1.5	1	7
Impact	17.5	1.2	1	7
Contribution	17.8	1.5	1	7
Service	18.2	1.2	1	7
Help	18.5	1.5	1	7
Support	18.8	1.2	1	7
Assistance	19.2	1.5	1	7
Aid	19.5	1.2	1	7
Relief	19.8	1.5	1	7
Comfort	20.2	1.2	1	7
Consolation	20.5	1.5	1	7
Encouragement	20.8	1.2	1	7
Inspiration	21.2	1.5	1	7
Motivation	21.5	1.2	1	7
Stimulation	21.8	1.5	1	7
Excitement	22.2	1.2	1	7
Enthusiasm	22.5	1.5	1	7
Passion	22.8	1.2	1	7
Zeal	23.2	1.5	1	7
Energy	23.5	1.2	1	7
Vitality	23.8	1.5	1	7
Strength	24.2	1.2	1	7
Power	24.5	1.5	1	7
Force	24.8	1.2	1	7
Influence	25.2	1.5	1	7
Impact	25.5	1.2	1	7
Contribution	25.8	1.5	1	7
Service	26.2	1.2	1	7
Help	26.5	1.5	1	7
Support	26.8	1.2	1	7
Assistance	27.2	1.5	1	7
Aid	27.5	1.2	1	7
Relief	27.8	1.5	1	7
Comfort	28.2	1.2	1	7
Consolation	28.5	1.5	1	7
Encouragement	28.8	1.2	1	7



IZABLE INFORMATION CONTROL & EXCHANGE UTILITY

804

AMR POP UP FOR REQUEST CUSTOMIZATION

CUSTOMIZE MY REQUEST (if no input will use defaults)

<TODAY'S DATE>

CARIBBEAN-TRIPS-AIR

VIEW CATEGORIES TYPE IN HELP

HOW LONG ACTIVE? (highlight)

DAYS	1	2	3	4	5	6	7
WKS	1	2	3	4	6	8	12
MON	1	2	3	4	6	8	12

☐ NO TIME LIMIT

AUTOMATIC UPDATE? ☐ WEEKLY ☐ MONTHLY

HOW MUCH? A LITTLE (2-3) A LOT (15+)

INCLUDE RELATED SUBJECTS? ☐ YES ☐ NO

OTHER PREFERENCES

SPECIAL FORMATS? CHECK TO OK

☐ HTML/PIX ☐ VIDEO ☐ AUDIO

CC: SHARE INFO <ADD FRIENDS TO RECEIVE>

DELIVERY DEVICE <DEVICE PREFERENCES>

OK TO ADD UNDO NEXT SEARCH

MY PROFILE MY ACCOUNT HISTORY MY eWALLET

CANCEL

CC: SHARE INFO

☐ CREATE LIST: FORWARD INFO FROM THIS REQUEST TO THIS NEW LIST:

<TYPE IN YOUR CC:'S>

<ENTER LIST NAME> SAVE LIST

☐ USE EXISTING LIST: FORWARD INFO FROM THIS REQUEST TO EXISTING LIST:

LIST A: MY FISHING BUDDIES

☐ JOHN2001@AOL.CO

☐ BILLSMITH54@EL.NET

☐ JOE+SWIFT@LSN.COM

ADD ALL EDIT LIST CANCEL ACCEPT CHANGES

DELIVERY DEVICE PREFERENCE

HOW TO DELIVER @ MY REQUEST INFO:

☐ FOR THIS REQUEST ☐ FOR ALL MY REQUESTS

☐ TO E-MAIL @ [HOME]

☐ TO E-MAIL @ [WEBMAIL]

☐ TO E-MAIL @ [OFFICE]

☐ TO MY WEB PHONE @

☐ TO MY WIRELESS PDA @

☐ TO MY PAGER @

☐ TO MY INSTANT MESSENGER @

☐ TO MY PRINTER @ IP ADDRESS

☐ TO INTERNET APPLIANCE

☐ TO FAX OR PHONE

CANCEL ACCEPT CHANGES

Figure 5b

"AT MY REQUEST"—GEOGRAPHIC REQUEST SPECIFICATION PANEL

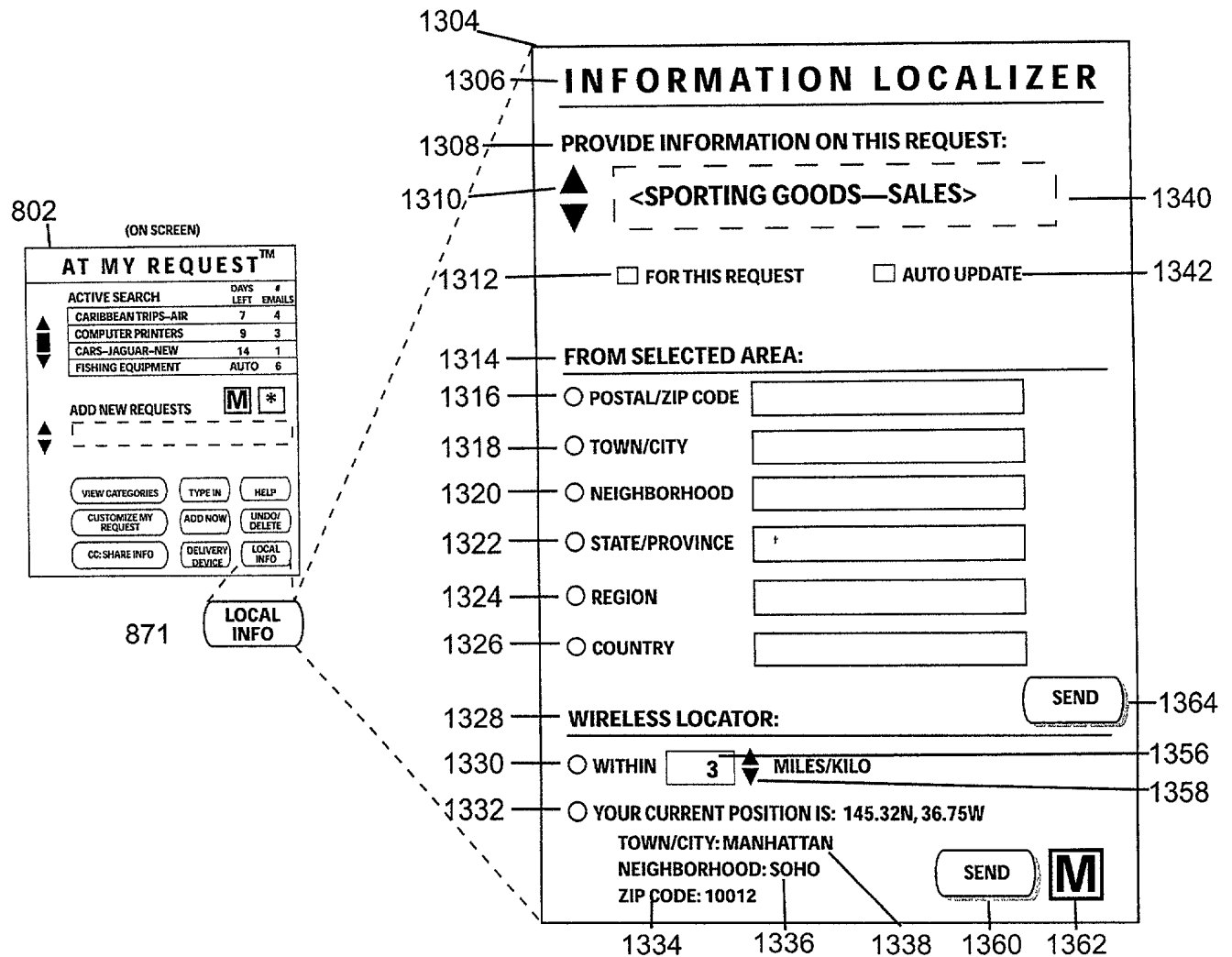


Figure 6

"AT MY REQUEST"—DETAIL OF CUSTOMIZATION ENGINE

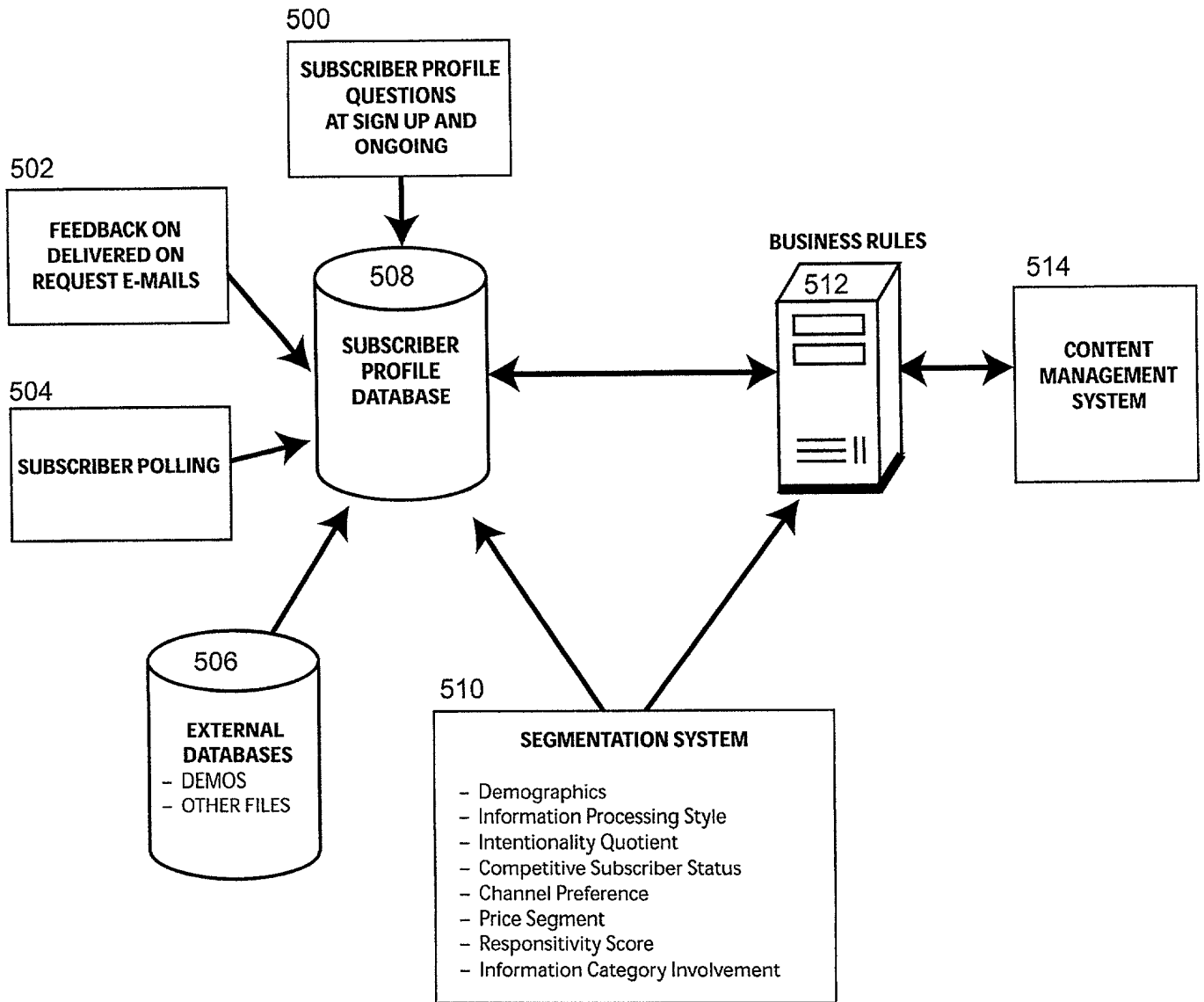


Figure 7

"AT MY REQUEST"—REPRESENTATION OF CENTRAL POSTING SYSTEM OF ACTI

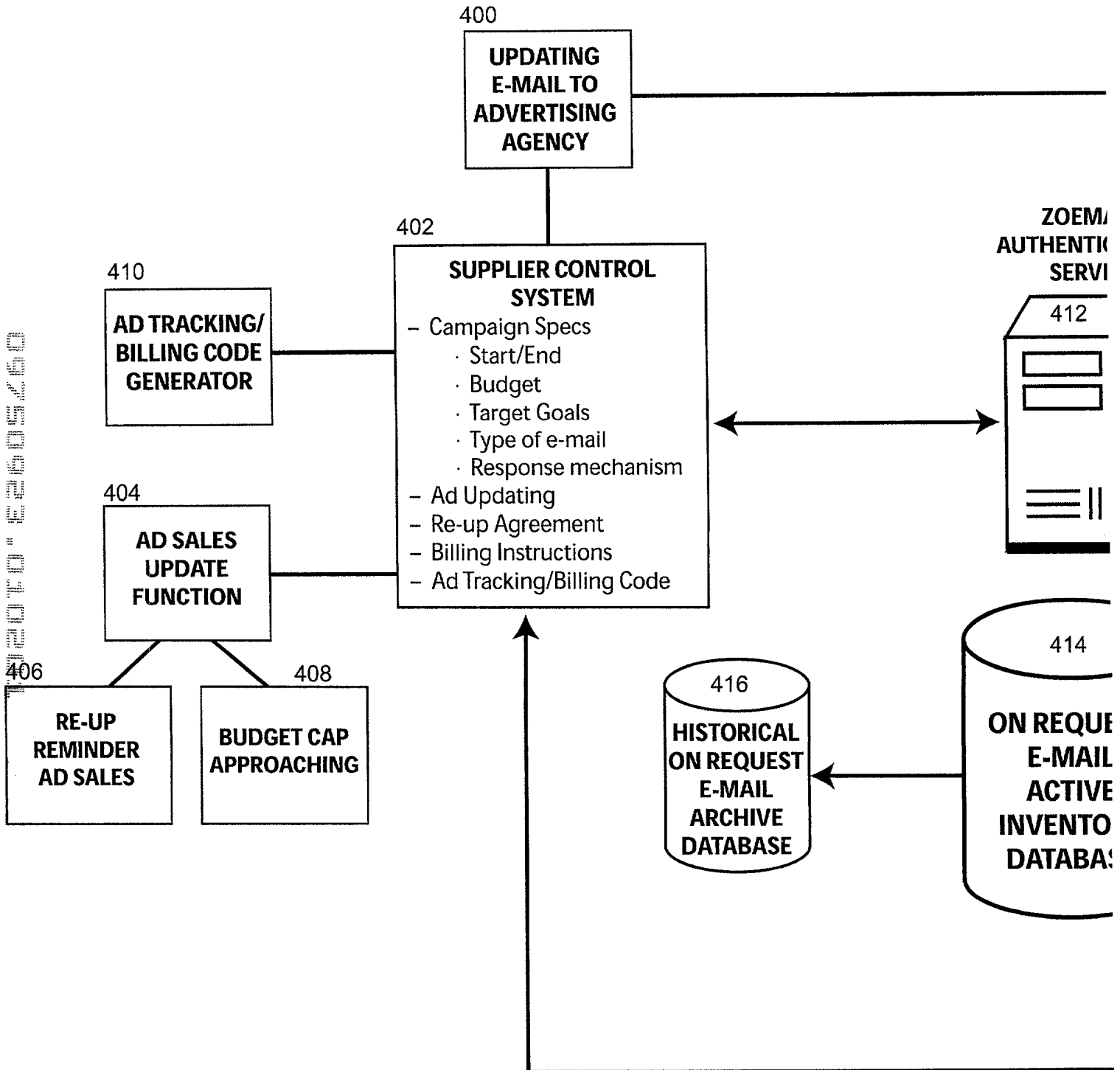


Figure 8a

E E-MAIL INVENTORY—WITH TWO ALTERNATIVE MEANS OF UPDATING

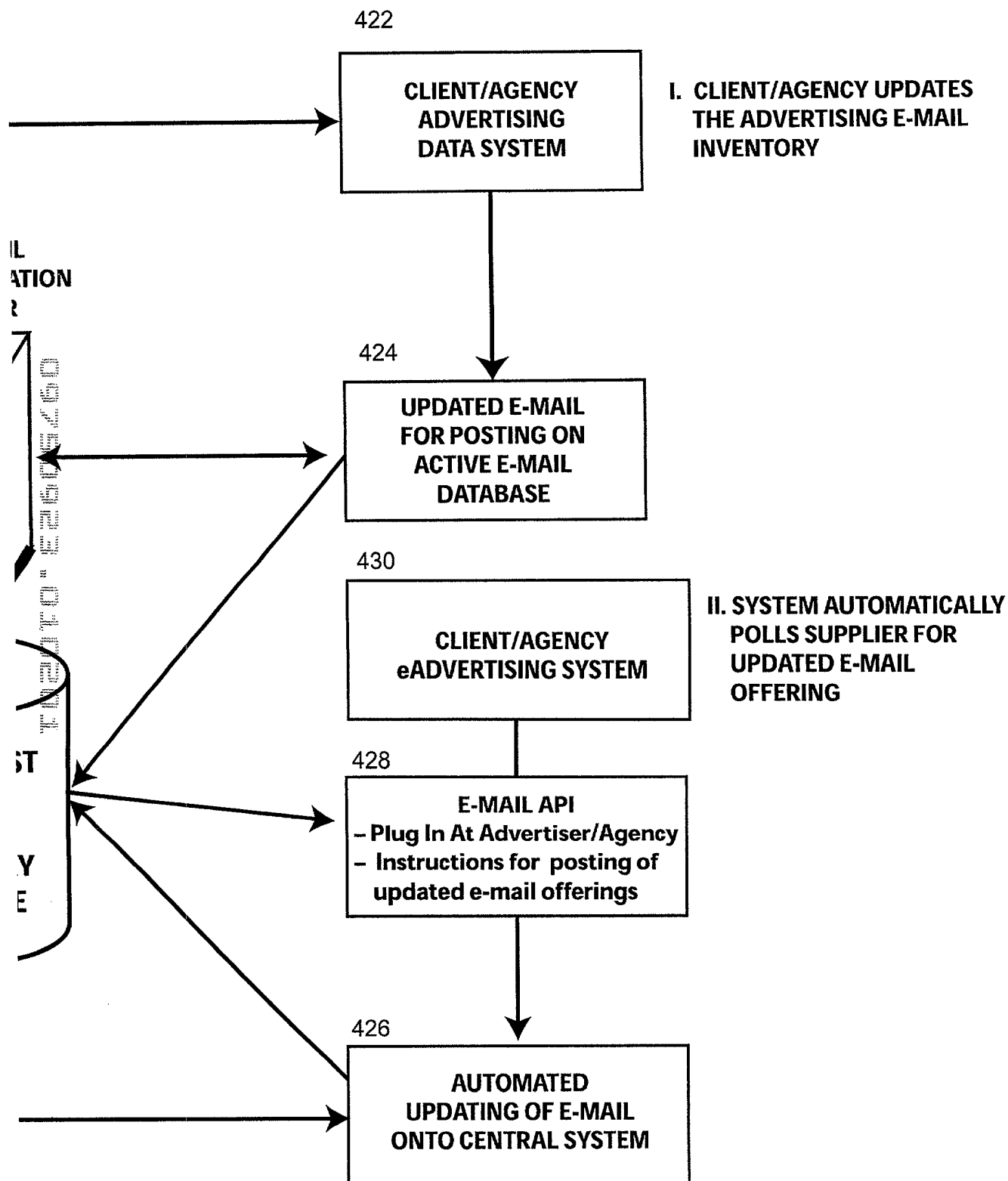


Figure 8b

1400 "AT MY REQUEST"—SUPPLIER ACCOUNT MANAGEMENT INTERFACE

1402

1404

1418

1420

1422

1424

1426

1428

1430

1432

1434

1436

1438

1440

1442

1456

1458

1460

1462

1464

1470

1472

1474

1476

			DATE:	TIME:
	PRIMARY	<input type="checkbox"/> Agency <input type="checkbox"/> Client	BACKUP	<input type="checkbox"/> Agency <input type="checkbox"/> Client
Name:	1406	1408	1410	1412 1414 1416
e-mail:				
Phone:				
Fax:				
Mail:				
BILLING CONTACT			1446	1448
1444	PRIMARY	<input type="checkbox"/> Agency <input type="checkbox"/> Client	BACKUP	<input type="checkbox"/> Agency <input type="checkbox"/> Client
Name:				
e-mail:				
Phone:				
Fax:				
Mail:				
Client:				
Brand:				
Product Lines:				
Campaigns:	<name> 1466		<tracking code> 1468	
Master Contract:				
Affiliate Relationship:				
Current Volume Discount:				
Exclusivities (if any):				
VIEW PRIOR EDIT		CAMPAIGN PLANNING		CLASSIFY
				RESULTS

1470

1472

1474

1476

Figure 9a

"AT MY REQUEST"—SUPPLIER CAMPAIGN PLANNING INTERFACE

1525 DATE: 1527 TIME:

BRAND: _____ PRODUCT: _____ CAMPAIGN: _____ Name: _____ Execution(s): _____ Format: <input type="checkbox"/> HTML <input type="checkbox"/> Video <input type="checkbox"/> Text Only Promotional Offer: _____ Promotional Updating: _____ <input type="button" value="View e-Mail"/>			PERFORMANCE GOALS Delivery: _____ # Responses: _____ % Response: _____ Cost Per Response: _____								
TIME FRAME Start Date: _____ End Date: _____ <input type="checkbox"/> Hard Close <input type="checkbox"/> Soft Close Soft Close Criteria: <input type="checkbox"/> Continue to delivery goal <input type="checkbox"/> Add to budget (see below)			TARGET DEFINITION Run of Service: _____ Demographic Preferences: _____ Purchase Intentionality: _____ Targeting Hierarchy: _____								
BUDGET <table border="1"> <thead> <tr> <th>ORIGINAL</th> <th>REVISE 1</th> <th>REVISE 2</th> </tr> </thead> <tbody> <tr> <td colspan="3"> <input type="checkbox"/> Increment budget by ____% (per contact pre-approved if Cost per Response is within allowable) </td> </tr> </tbody> </table>			ORIGINAL	REVISE 1	REVISE 2	<input type="checkbox"/> Increment budget by ____% (per contact pre-approved if Cost per Response is within allowable)			OPTIMIZATION FUNCTIONS <input type="checkbox"/> # Responses <input type="checkbox"/> Cost per Response <input type="checkbox"/> Opti*Mark (Cross Media)		
ORIGINAL	REVISE 1	REVISE 2									
<input type="checkbox"/> Increment budget by ____% (per contact pre-approved if Cost per Response is within allowable)											
			BANNER AD INTEGRATION <input type="button" value="Cross Support Planning"/>								
ROTATION <input type="checkbox"/> HTML <input type="checkbox"/> Video IF yes, rotate executions* <input type="checkbox"/> To same recipient within ____ days <input type="checkbox"/> If cost per response falls ____% over goal * Execution codes for rotation _____ _____ _____ _____			PRODUCT CLASSIFICATION SUMMARY Category: _____ Sub-category: _____ SKU: _____ Price/Range: _____ Promotional Type: _____ <input type="button" value="Classification Interface"/> 1515								
<input type="button" value="Revision History"/> <input type="button" value="Acct. Mgt."/> <input type="button" value="Classify"/> <input type="button" value="Results Time:"/>											

1517

1519

1521


1523

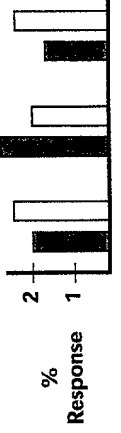
Figure 9b

1600
1602

"AT MY REQUEST"—SUPPLIER PERFORMANCE & RESULTS ANALYSIS INTERFACE

BRAND: _____ PRODUCT: _____ CAMPAIGN: _____ Name: _____ Execution(s): _____ Budget: _____ Format: <input type="checkbox"/> HTML <input type="checkbox"/> Video <input type="checkbox"/> Text Only Promotional Offer: _____ Promotional Updating: _____ <div style="text-align: center; border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">VIEW E-MAIL</div>	<div style="text-align: center;"> E-MAIL RESPONSE ANALYSIS Today 7 Days 30 Days YTD Campaign </div> <div style="display: flex; justify-content: space-between;"> <div> # Replies: _____ % Response: _____ Cost per Response: _____ Total Cost: _____ </div> <div> E-MAIL GOAL ANALYSIS Budget # _____ # Replies: _____ % Response: _____ Cost per Response: _____ Total Cost: _____ </div> <div> To Date # _____ % _____ Projection # _____ % _____ </div> </div>
--	---

E-MAIL DELIVERY SUMMARY  <input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign Total: _____	<div style="text-align: center;"> COMPARATIVES Campaign Category System Wide </div> <div> % Response: _____ Cost per Response: _____ Index: _____ </div> <div style="text-align: right;"> <input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign </div>
--	--

RECIPIENT BEHAVIOR SUMMARY <table style="width: 100%;"> <tr> <th></th> <th>Current</th> <th>1615</th> <th>1617</th> </tr> <tr> <th>#</th> <th>%</th> <th>#</th> <th>%</th> </tr> <tr> <td><input type="checkbox"/> e-Mail Reply</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> Purchase</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> Web Site Access</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> Forward</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> Store</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> </table>		Current	1615	1617	#	%	#	%	<input type="checkbox"/> e-Mail Reply	_____	_____	_____	<input type="checkbox"/> Purchase	_____	_____	_____	<input type="checkbox"/> Web Site Access	_____	_____	_____	<input type="checkbox"/> Forward	_____	_____	_____	<input type="checkbox"/> Store	_____	_____	_____	HISTORICAL RECAP & COMPARISON <input type="checkbox"/> Vs. Prior Campaign: # 1 # 2 # 3 # 4 <input type="checkbox"/> Criteria: <input type="checkbox"/> % Response <input type="checkbox"/> # Response <input type="checkbox"/> Cost per Resp. <div style="text-align: center;">  % Response Prior Current </div> <div style="text-align: center; border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">VIEW E-MAIL</div>
	Current	1615	1617																										
#	%	#	%																										
<input type="checkbox"/> e-Mail Reply	_____	_____	_____																										
<input type="checkbox"/> Purchase	_____	_____	_____																										
<input type="checkbox"/> Web Site Access	_____	_____	_____																										
<input type="checkbox"/> Forward	_____	_____	_____																										
<input type="checkbox"/> Store	_____	_____	_____																										

TRANSACTION SUMMARY <table style="width: 100%;"> <tr> <th></th> <th>Total</th> <th>% Goal</th> <th>Rev to Cost</th> </tr> <tr> <td><input type="checkbox"/> Info Fees:</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> \$ Purchases (Gross):</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> </table>		Total	% Goal	Rev to Cost	<input type="checkbox"/> Info Fees:	_____	_____	_____	<input type="checkbox"/> \$ Purchases (Gross):	_____	_____	_____	<input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign	_____	_____	_____	Account Interface 1631 Classify 1633 Campaign Planning 1635
	Total	% Goal	Rev to Cost														
<input type="checkbox"/> Info Fees:	_____	_____	_____														
<input type="checkbox"/> \$ Purchases (Gross):	_____	_____	_____														
<input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign	_____	_____	_____														

1700

"AT MY REQUEST"—E-MAIL PRODUCT/INFORMATION CLASSIFICATION INTERFACE

DATE: 1754 TIME: 1756

1702

1704

1706

1708

1710

1712

1714

1758

1760

1762

1764

1766

1768

1770

1772

1790

1792

1794

1796

1798

1701

1703

1705

1738

1740

1742

1744

1746

1748

1750

1752

1707

1709

1711

1713

1715

1717

1719

BRAND: _____ PRODUCT: _____ CAMPAIGN: _____ E-MAIL: _____ <input type="button" value="VIEW E-MAIL"/>		Start Date: _____ End Date: _____ <input type="checkbox"/> Hard Close <input type="checkbox"/> Soft Close <input type="button" value="SEE ORIGINAL"/> <input type="button" value="EDIT"/>	
Category: _____ Sub-category 1: _____ Sub-category 2: _____ Sub-category 3: _____ Sub-category 4: _____ Sub-category 5: _____ Sub-category 6: _____ Sub-category 7: _____ Sub-category 8: _____ Sub-category 9: _____ Sub-category 10: _____		PROMOTIONAL OFFER Promo Type: <input type="checkbox"/> Rebate 1774 <input type="checkbox"/> Free Premium 1784 <input type="checkbox"/> Instant Refund 1776 <input type="checkbox"/> Self-Liquidator 1786 <input type="checkbox"/> Coupon Voucher 1778 <input type="checkbox"/> Referral Incentive 1788 <input type="checkbox"/> Two-Fer 1780 <input type="checkbox"/> Other: _____ <input type="checkbox"/> Free Trial 1782 Promo Start Date: _____ Promo End Date: _____ Incremental cost for promo: Per Use \$ _____ Budget \$ _____ Criteria for promo duration: <input type="checkbox"/> # Responses _____ <input type="checkbox"/> Promo \$ _____	
PRICING keep posted until <input type="checkbox"/> Base Price: \$ _____ / _____ / _____ <input type="checkbox"/> Special Offer to Preferred Customer \$ _____ / _____ / _____ <input type="checkbox"/> 1st Reduction \$ _____ / _____ / _____ <input type="checkbox"/> 2nd Reduction \$ _____ / _____ / _____ <input type="checkbox"/> 3rd Reduction \$ _____ / _____ / _____		BANNER AD INTEGRATION Ad: <Headline> _____ Code: _____ Start Date: _____ End Date: _____ When Run: <input type="checkbox"/> When Request is Made 1721 <input type="checkbox"/> After First e-Mail Sent 1723 <input type="checkbox"/> With Each New e-Mail Group 1725 <input type="checkbox"/> At Reply 1727 <input type="checkbox"/> Stop After Request Not Active 1729 <input type="checkbox"/> Continue After Request Not Active 1731 <div style="text-align: right;">1733 1735 1737</div> <div style="text-align: right;"> <input type="button" value="Acct.Mgt."/> <input type="button" value="Planning"/> <input type="button" value="Results"/> </div>	

Figure 9d

"AT MY REQUEST"—SUBSCRIBER HISTORY

(maintained by system as secure, private data)

1001 <HISTORICAL/AUDIT>

1002 **USER:** john2000@zoemail.com

1004 **AMR SUMMARY:**

1)

Request start Date	Category	End Date Set
1008 8/1/00	Caribbean Trip	1016 8/10/00

1010

1012

1014

1016

1018 **SUMMARY OF ITEMS RECEIVED:**

1020 **SUMMARY ACTIONS:**

1022 8/1 – EMPIRE TRAVEL 0745112

1024 8/2 – AMERICAN EXPRESS 7544117

1026 8/2 – AMERICAN AIRLINES 6744112

1028 8/2 – CONTINENTAL AIR 6441178

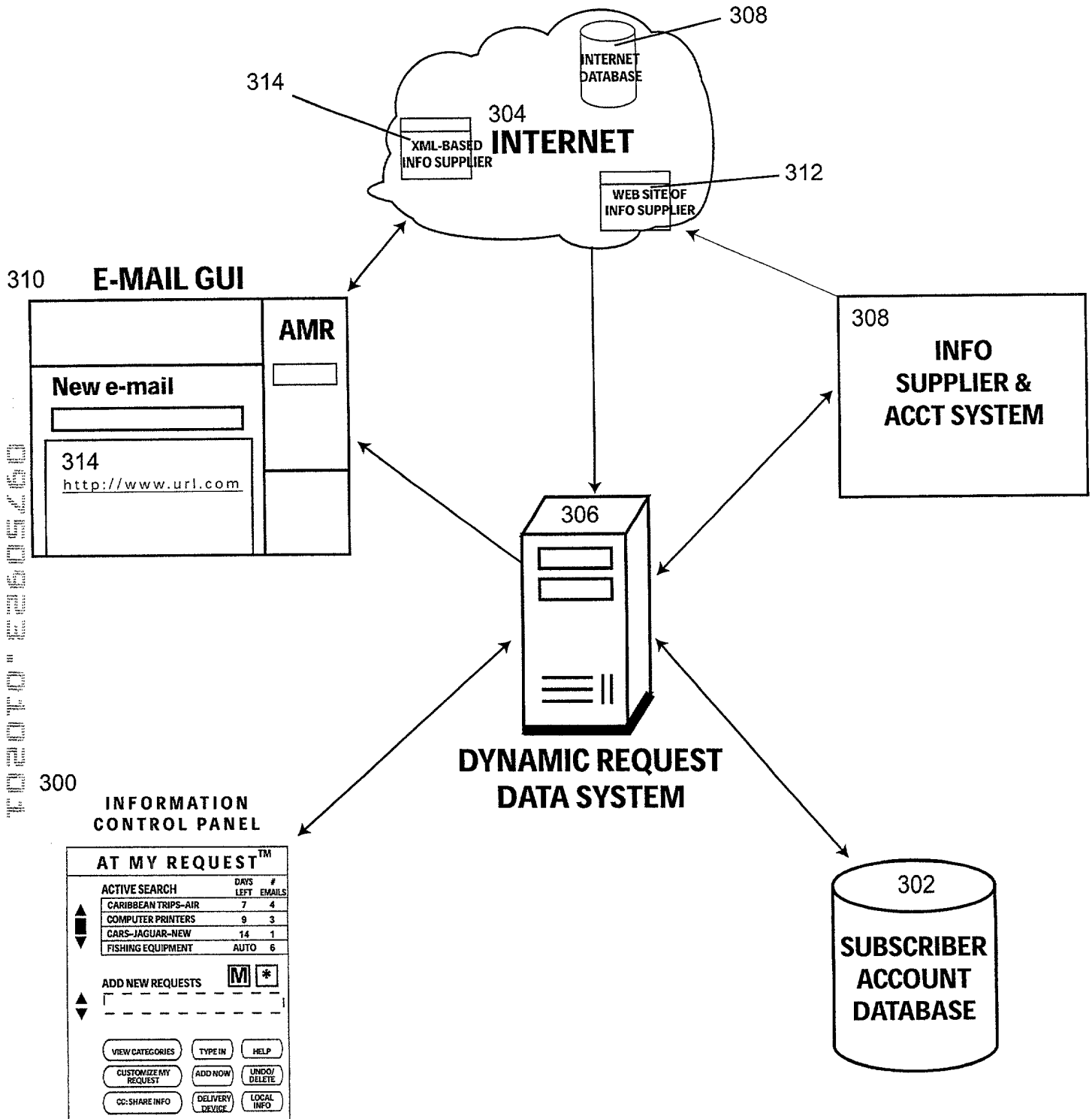
1030 8/15 –

1003 2) etc.

1020 DWO (= delete w/o opening)
OD (open/delete)
OF/john@aol.com (open/forward)
ORF/betty@idt.net (open/respond/forward)
REQUEST DELETED

Figure 10

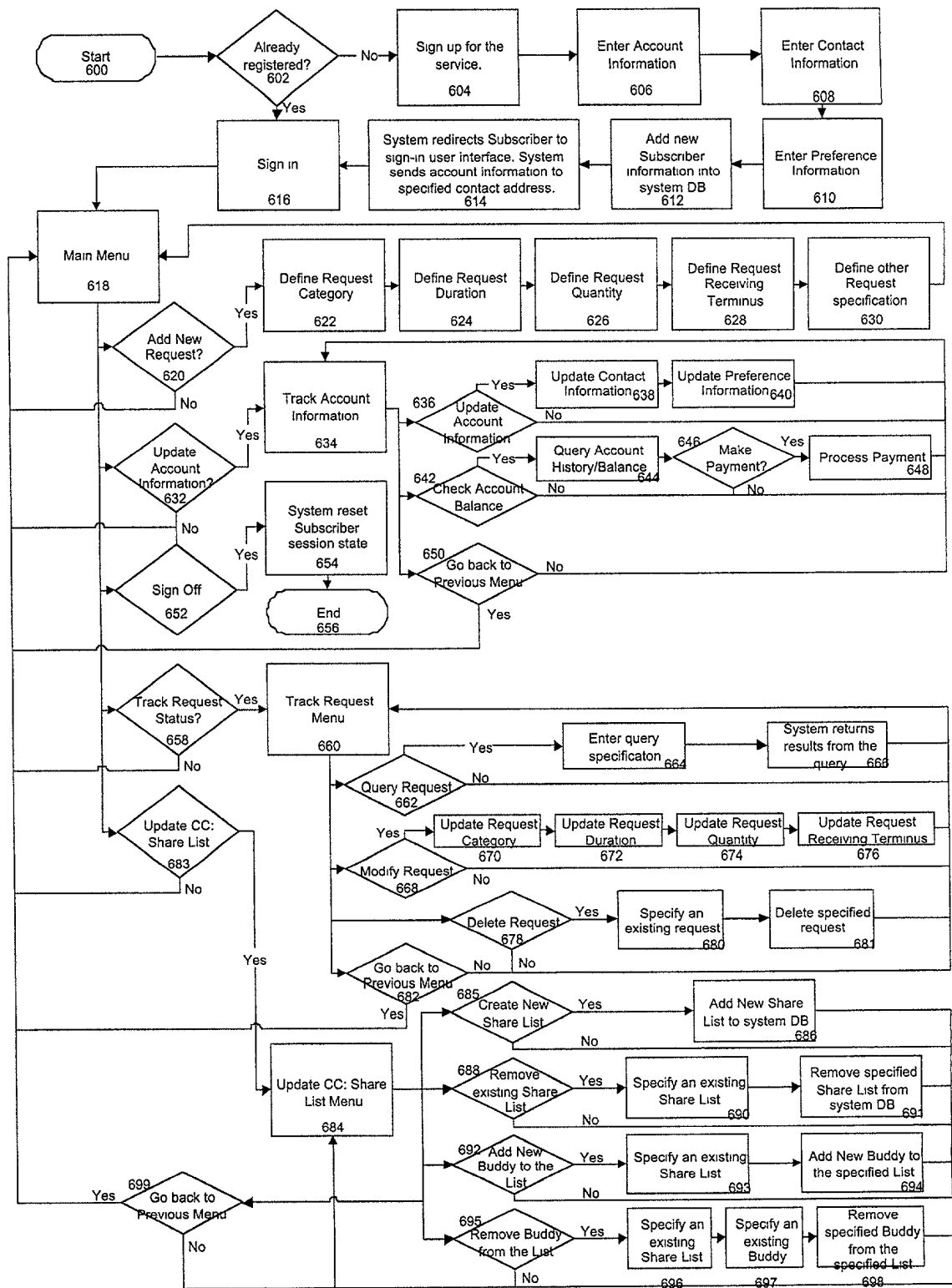
AT MY REQUEST ALTERNATIVE EMBODIMENT USER ACCOUNT-DRIVEN, SEARCH ENGINE-BASED REQUEST FULFILLMENT SYSTEM



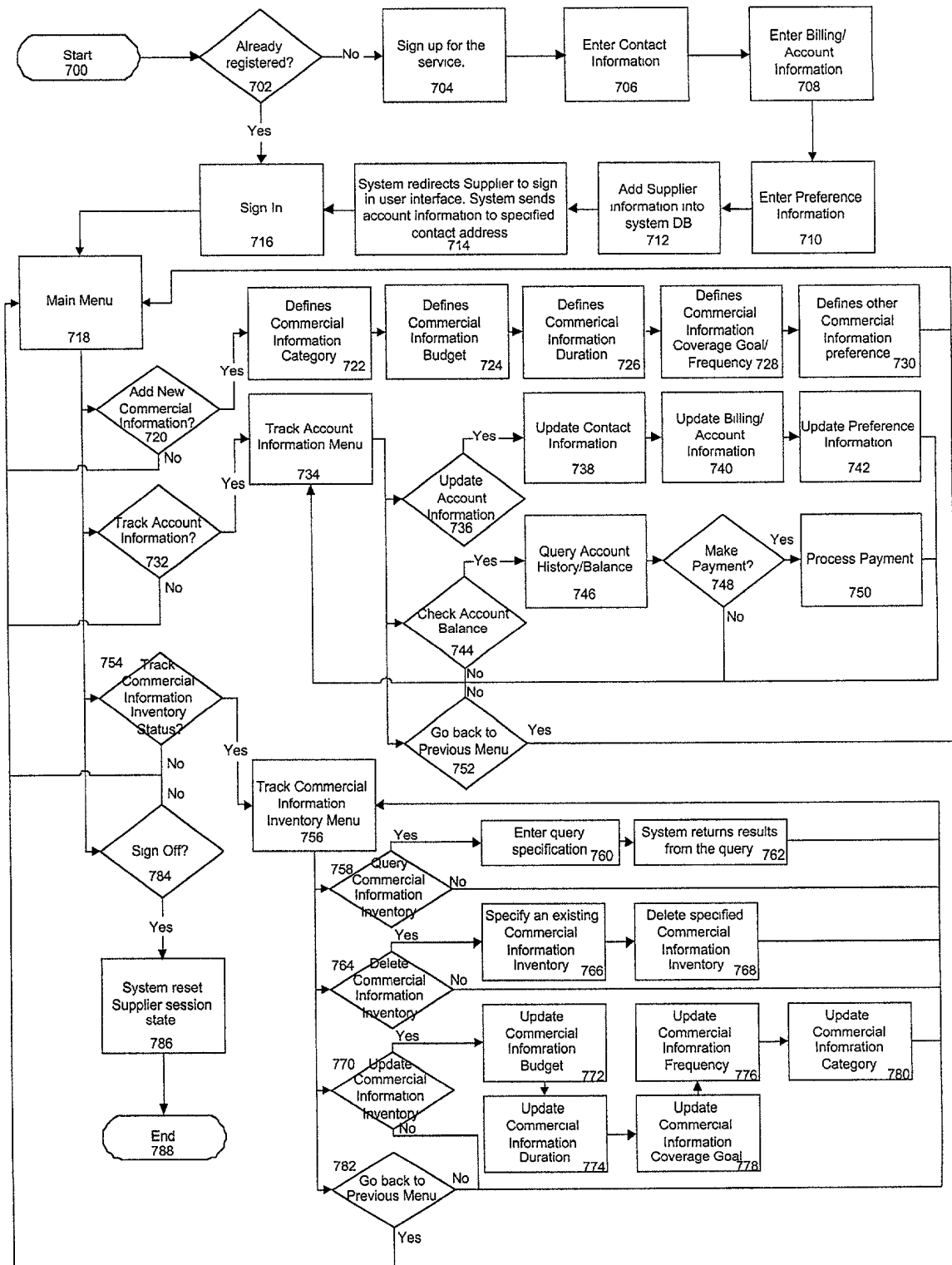
This is an alternative system to the primary system of Figure 1

Figure 11

SUBSCRIBER INFORMATION ACCOUNT HOLDER USE CASE FLOW CHART



SUPPLIER INFORMATION ACCOUNT HOLDER USE CASE FLOW CHART



SYSTEM USE CASE FLOW CHART

